Point University

Communications Specialist

Point University is a private liberal arts institution that educates our students within a Christian world-view so they are equipped to take their faith into the marketplace and all of life while achieving their professional goals. We are training the next generation of Christian leaders to take the cross to more job sites, churches, industries, and nations than ever before.

The digital communications specialist is responsible for using new media and electronic communication to communicate the University's marketing messages to its various target audiences, for increasing overall visibility of the University in the media, and for producing content for publications, website and various communication channels.

Essential Duties

- Manage the university's website and works with other departments in the development of content and updating information.
- Creates and manages a comprehensive social media strategy to increase visibility, constituent membership, and involvement across all social media platforms.
- Identifies news stories, writes press releases and core media materials
- Identifies and creates content for the University website, magazine, newsletters, collateral materials and other publications.
- Assists in the management of consistent marketing and communication of the University brand among all internal stakeholders.
- Manages and produces campus videography plan.
- Provides departmental support regarding the development of graphics, print pieces, publications and emailed newsletters.

Requirements

- Bachelor's degree in communications, public relations, journalism, marketing, or related field.
- Must have the ability to anticipate media relations needs and envision new content ideas.

Skills Required:

- Must have working knowledge of DSLR equipment.
- Self-starter who can work independently as well as collaboratively with colleagues.
- Excellent communication skills, including oral and written communication.
- Detail oriented with the ability to manage multiple projects simultaneously.
- Strong interpersonal skills.
- Excellent research and problem solving and analytical skills.
- Strong customer service ethic and high expectations for quality.